



Comprehensive Planning and Smart Growth in Milwaukee

A comprehensive plan is many things to many people

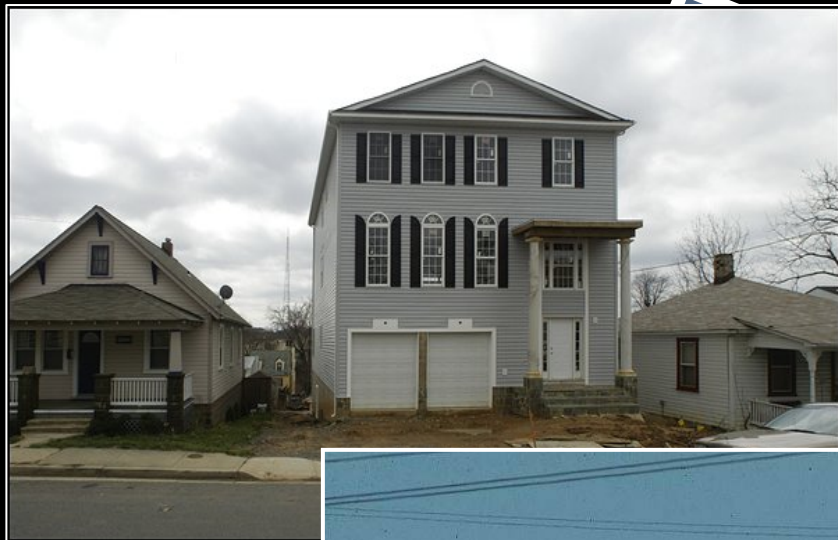
1. Community-based framework for investment
2. Guide for public and private decision-making
3. Coordinating plan for many different groups



Comprehensive Planning & Smart Growth Principles

Why is it important?

Without planning , we have
conflicts and missed opportunities.



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Posted: Oct. 17, 2007

Comprehensive Plan Legal Basis

- State of Wisconsin Smart Growth Legislation passed in 1999
- All municipalities must have a Comprehensive Plan in place by January 1, 2010
- Comprehensive Plan governs all actions of local government



- Zoning decisions
- Overlay districts
- Board of Zoning Appeals
- Redevelopment plans
- City land sales
- Capital improvement plans
- Block grant plans
- Neighborhood action plans
- Business improvement districts
- TIF plans
- Major projects

Comprehensive Planning in Milwaukee

How is Smart Growth incorporated in Milwaukee's Comprehensive Plan?

Comprehensive Plan covers all areas of Smart Growth

City of Milwaukee Comprehensive Plan

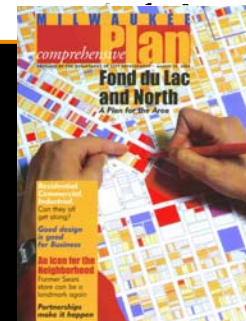
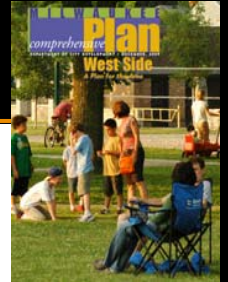
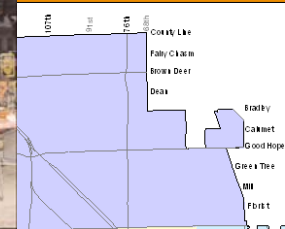
a series of documents

Citywide Policy Plan

- Land Use
- Transportation
- Economic Development
- Housing & Neighborhoods
- Cultural & Natural Resources
- Community Facilities & Utilities
- Intergovernmental Cooperation

13 Area Plans

Functional and Sub-area Plans



Comprehensive Plan Management Structure

Project Manager

Aldermen – elected officials

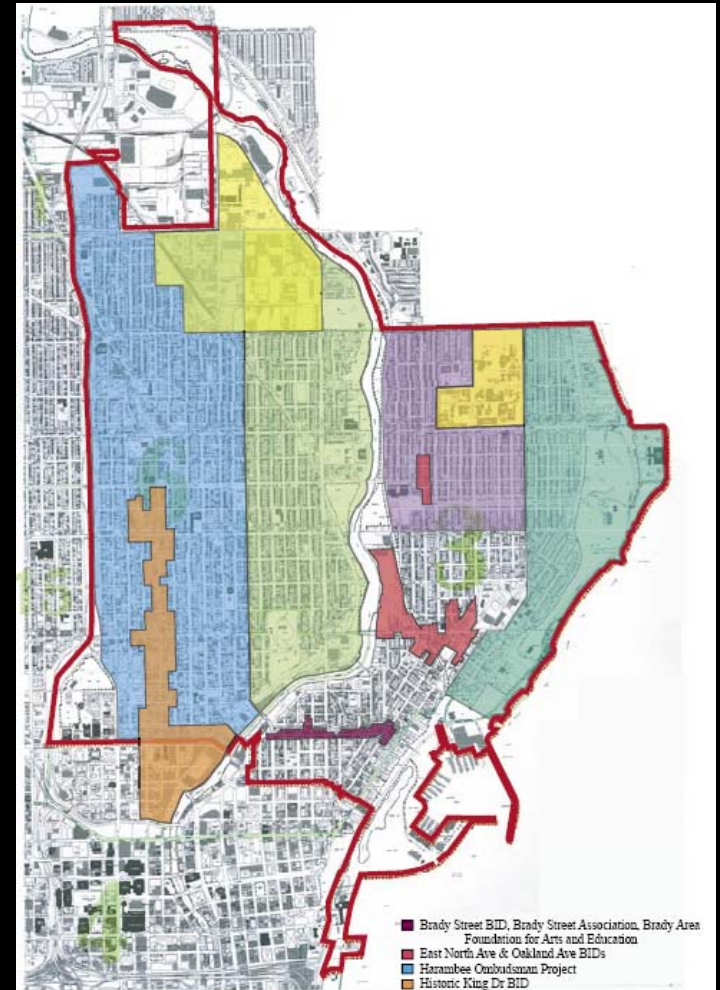
Consultant Team

Contract Management Team

Plan Advisory Group

Project Management Team

Community at Large



Comprehensive Plan Process

Analysis

- Information/Data Gathering
- Stakeholder Interviews
- Community Survey
- Image Preference Survey
- Market Analysis

Visioning

- Focus Groups
- Brainstorming Session
- Visioning Session

Synthesis

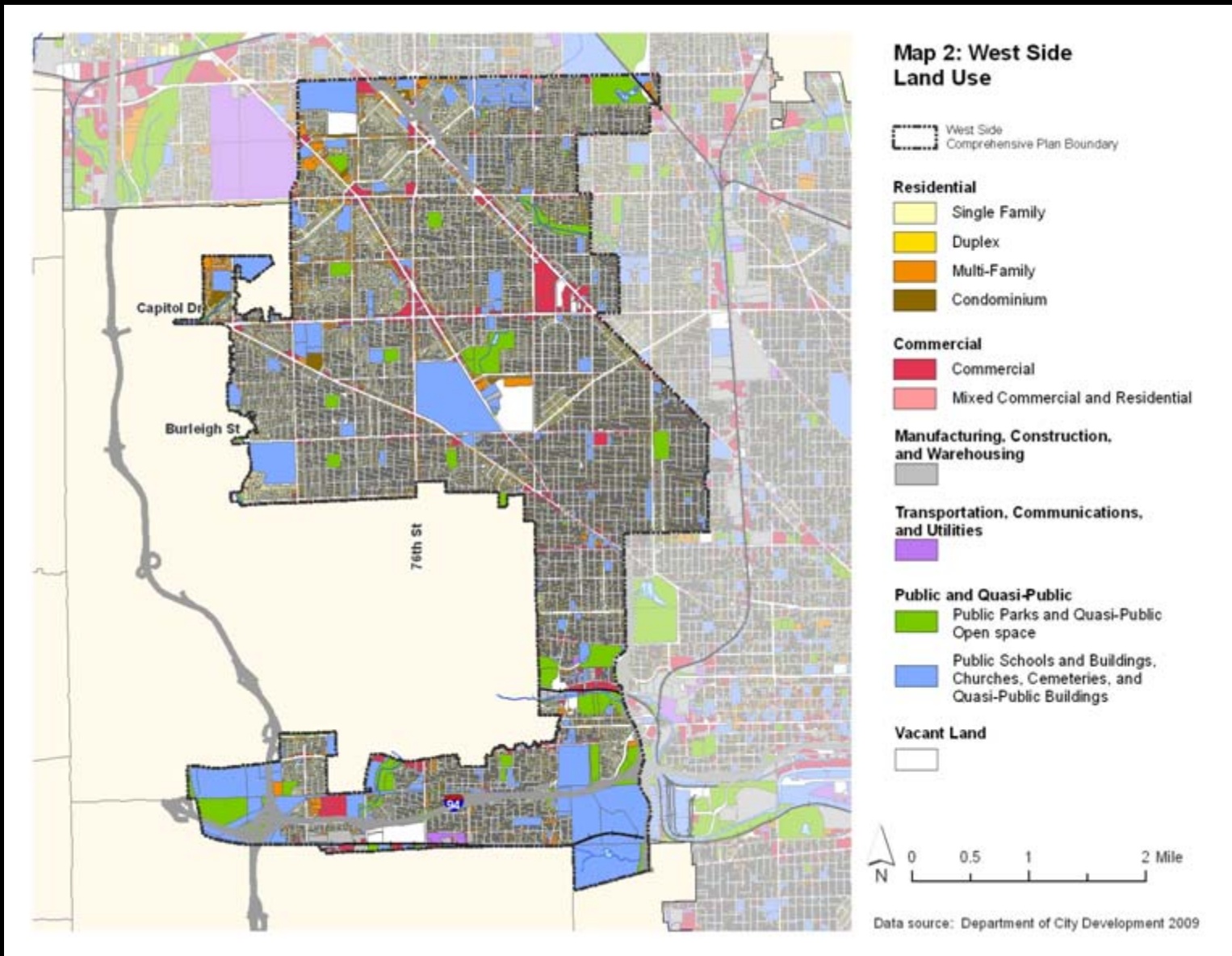
- Feedback Session
- Public Comments

Review & Approval

- Open House
- Public Hearing



Analysis – Mapping



Analysis – Demographic Profile of the Plan Area

Population density

Family size



Ethnic make-up

Age



Household income

Education & Employment

Market Analysis

RETAIL MARKET

- 605 retail businesses
- Several arterials with moderate to high traffic counts
 - 15,000 – 30,000 ADT
- Significant Factors
 - Site availability
 - Proximity to competition
- Over supply in most retail categories
- Retail Opportunities
 - *Building Material and Supplies Dealers (36,000 sq. ft.);*
 - *General Merchandise (993,000 sq. ft.);*
 - *Food Services & Drinking Places (26,000 sq. ft.)*
- Capturing Demand
 - Needs of individual retailers
 - Site availability and capacity E.g. New General Merchandise retailer, minimum site of 15 ac.



Analysis - Stakeholder Interviews, the 'big tent'



Aldermen
Neighborhood groups
Business Improvement Districts
Major Institutions
Community organizers
Developers and investors
Religious leaders

Analysis - Surveys

Community Survey

Image Preference Survey



Image Preference Survey: Residential



Image Preference Survey: Commercial districts



Image Preference Survey: Commercial Districts

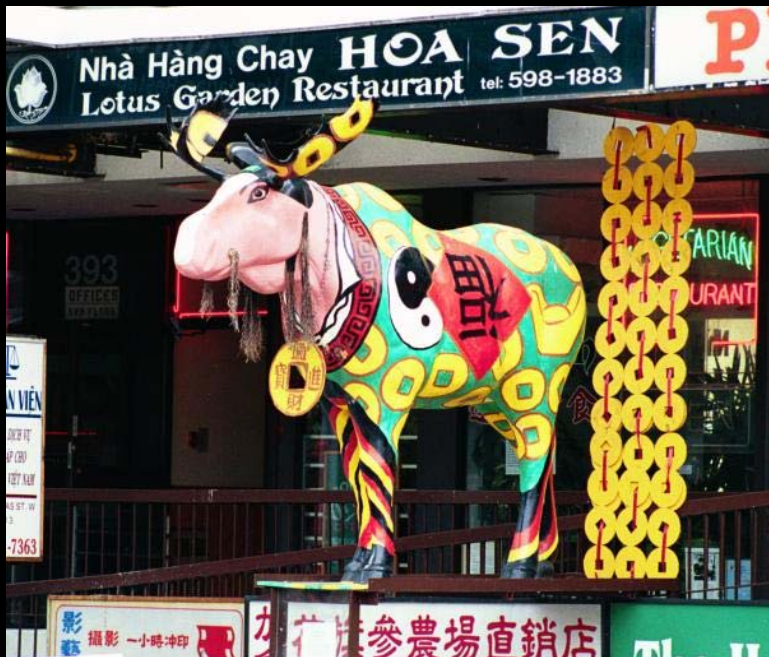


Image Preference Survey: Industrial areas



Image Preference Survey: Parks and Open Space



Image Preference Survey: Entertainment Districts



Image Preference Survey: Lakefront/Riverfront

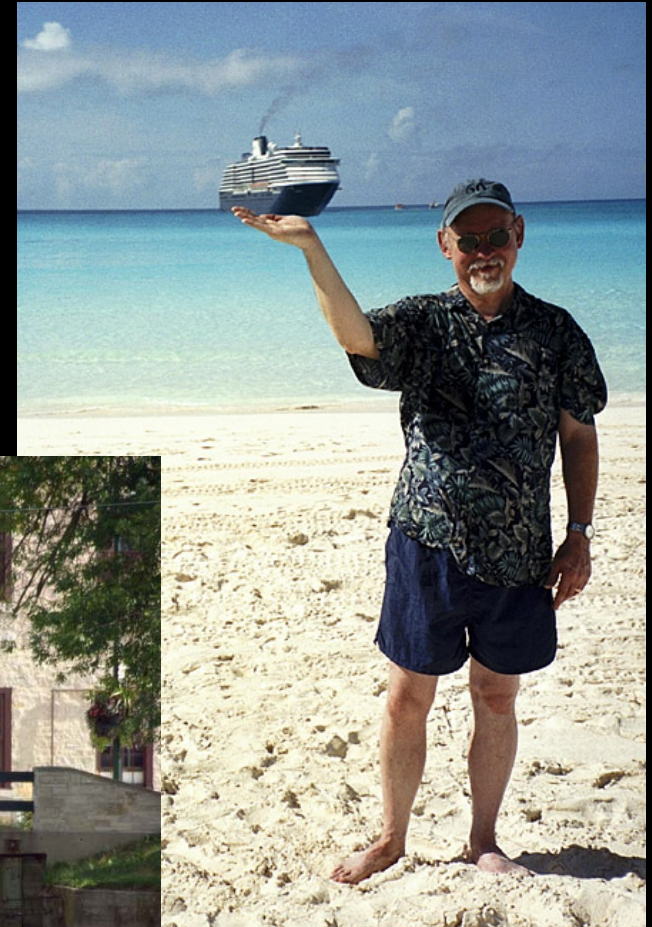


Image Preference Survey: Transit and Transit-Oriented Development



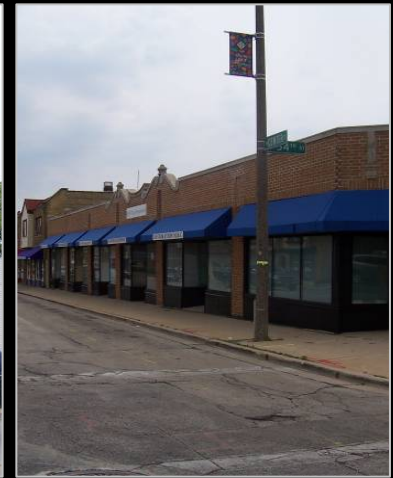
Image Preference Survey: Streets



Analysis - Walking tours and on-site evaluation



Example of a Redevelopment Opportunity Map

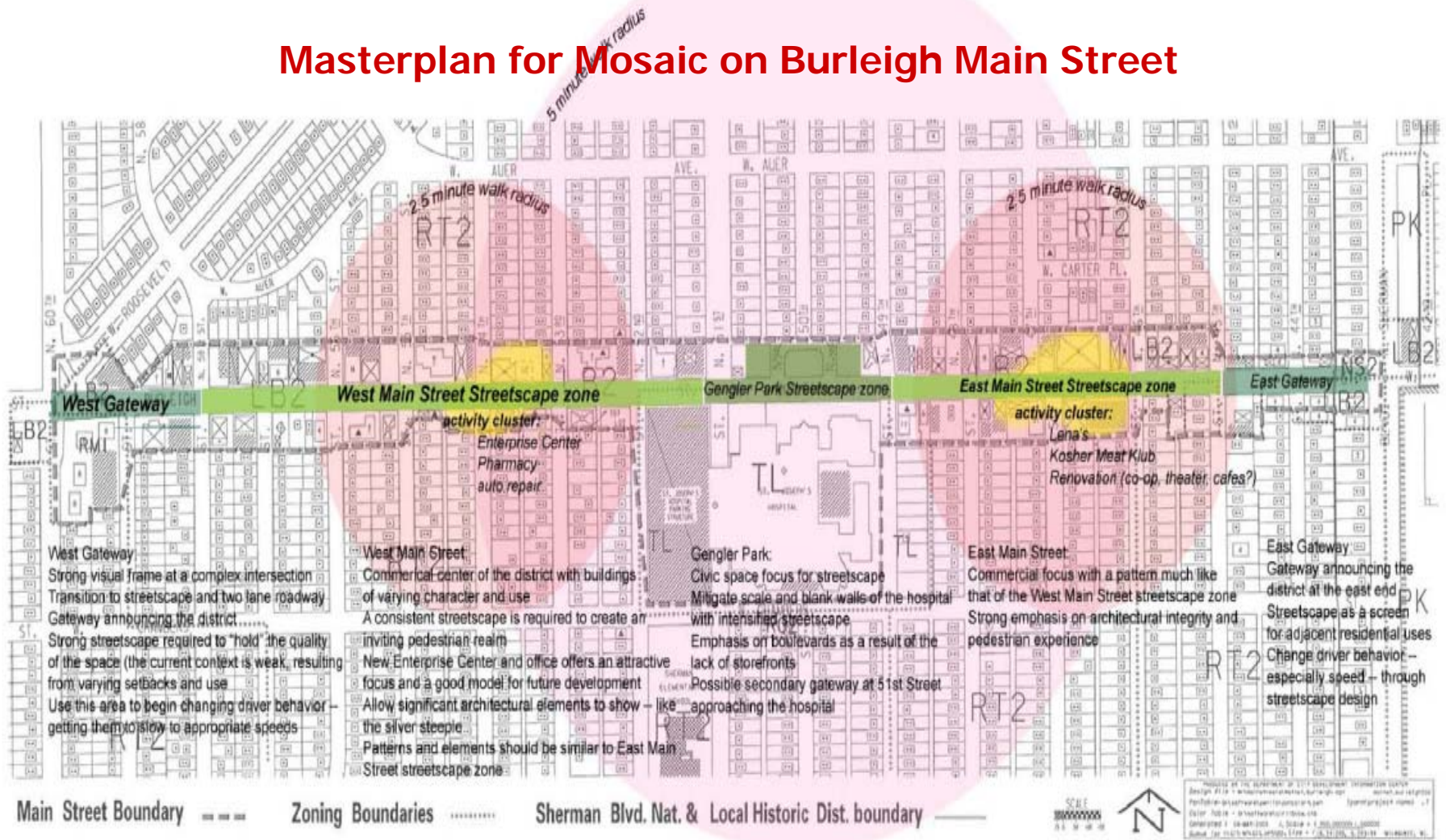


REDEVELOPMENT OPPORTUNITIES:
Center Street Marketplace, BID #39

DEPARTMENT OF CITY DEVELOPMENT
planning division

Analysis - Review of existing plans and studies

Masterplan for Mosaic on Burleigh Main Street



Visioning – Public Meetings



**Brainstorming Session + Visioning
Charette + Feedback Session**

Synthesis – Reaching Consensus

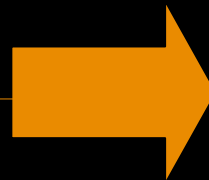
- Importance of reaching consensus
- Urban Design resolves competing priorities and allows for tradeoffs
- Grassroots participation shapes plan to particular characteristics of place
- A range of public participation techniques captures multiple audiences
- Ownership is an important part of the design process to insure implementation



Synthesis – Compromise and Trade-offs



Low density sprawl	High density compact
Automobile-dominated	Pedestrian/transit-oriented
Segregation of uses	Integration of uses
Isolation of the individual	Inclusion of the individual
Single options	Multiplicity of options
Short-term thinking	Long-term thinking
Local parochial thinking	Global big picture thinking
Serving the few	Serving the many



Synthesis - Incorporate Smart Growth Planning Principles

- Reinvest in cities. Discourage urban sprawl.
- Promote sustainable healthy urban living.
- Reinforce multi-modal transit options.
- Greater density requires a higher level of public amenity.
- Reinforce social networks and support systems.
- Target public investment to enhance the public realm.
- Reinvent, reinvigorate, reenergize the economic base.
- Cities are for people. Good cities put people first.
- Neighborhoods are the building blocks of cities.
- Promote development that is mixed use, compact and walkable.
- Preserve historic buildings, sites and districts.
- Approach regional issues regionally.

Plan Review and Approval Process

1. Open House
2. Public Comment Period
3. City Plan Commission
4. Public Hearing
5. Common Council



Comprehensive Plan Document Organization

Overview and Introduction

Assessment of Existing Conditions

General Land Use Recommendations

District & Corridor Recommendations

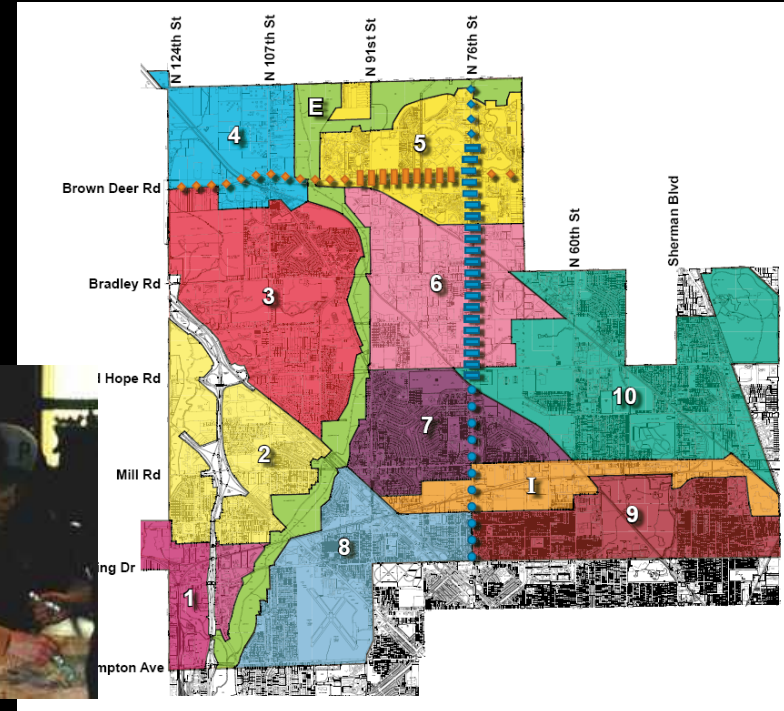
Catalytic Projects - large impact and transformative

Implementation

Appendices

Example of District and Corridor Recommendations

	District 1	District 2
Use Policies	<ul style="list-style-type: none"> Consider rezoning of some industrial lands to support commercial uses at the US 41/45 and Silver Spring Drive interchange. Consider parking as an accessory use that should not exceed what is necessary to accommodate visitors and employees. Improve the public right-of-way to include space for pedestrians, bicycles, automobiles, and mass transit. 	<ul style="list-style-type: none"> Promote commercial infill development on vacant parcels in the vicinity of the Good Hope Road and Fond du Lac Avenue interchange. Encourage owner-occupied single-family residential development in vacant lands that are contiguous to existing single-family residential neighborhoods, specifically west of US 41/45.
Form Policies	<ul style="list-style-type: none"> Require designs that prevent the automobile from further encroaching into pedestrian-friendly areas and rights-of-way. Reinforce streetscapes that naturally slow traffic to enhance the safety and attractiveness of commercial corridors. Reconfigure and add landscaping to large parking lots that serve sizeable multi-family developments and commercial developments. Encourage shared parking among retailers. Discourage industrial buildings with blank walls that lack articulation. Encourage proper screening of industrial and light industrial uses along adjacent commercial corridors. 	<ul style="list-style-type: none"> Encourage connectivity of roads between existing and new residential developments. Preserve and maintain natural landscaping in the area, and continue efforts to incorporate open space into developments. Locate garages so that they are not the front facade. Where possible, encourage enclosed garages. Maintain and improve visibility to and from major roads and Little Menomonee River Parkways.
Redevelopment Strategies	<ul style="list-style-type: none"> Encourage renovation of multi-family rental units to multi-family owner-occupied units where feasible. Promote the reuse of vacant buildings and lots in commercial areas with uses that are appropriate to the corridor. Encourage the reuse of vacant industrial buildings with new businesses that are appropriate for the neighborhood. Provide appropriate funding for the maintenance of public spaces, boulevards, and streetscapes. 	<ul style="list-style-type: none"> Encourage renovation of multi-family rental units to multi-family owner-occupied units where feasible. Create safe access points to all trails and parkways. Encourage signage and way-finding elements that identify public access to parks, parkways, and trail from surrounding neighborhoods. Consider small parking lots adjacent to major park access points, both current and new access points, to allow for residents to drive to the parkway.
Actions	<ul style="list-style-type: none"> Work with area businesses to explore partnerships for maintenance of public spaces and boulevards. Create safe pedestrian and bicycle access points that provide a connection between adjacent multifamily housing and the Oak Leaf Trail. Promote the conversion of a portion of multifamily rental units to owner-occupied units. 	<ul style="list-style-type: none"> Increase home ownership within established residential neighborhoods, such as the Mill Road Park Neighborhood near Fond du Lac Avenue and 107th Street.



District recommendations are organized by the following categories:

- use policies
- form policies
- redevelopment strategies
- Action steps

Catalytic Project Examples

Westlawn Masterplan (West Side Plan)



Catalytic Projects

Granville Station (Northwest Side Plan)



the concept removes a blighted regional shopping mall to reconnects streets with surrounding development, incorporate existing new investment, and provide an opportunity for new residential and retail mixed use development.

Catalytic Projects

Woodlands (Northwest Side Plan)

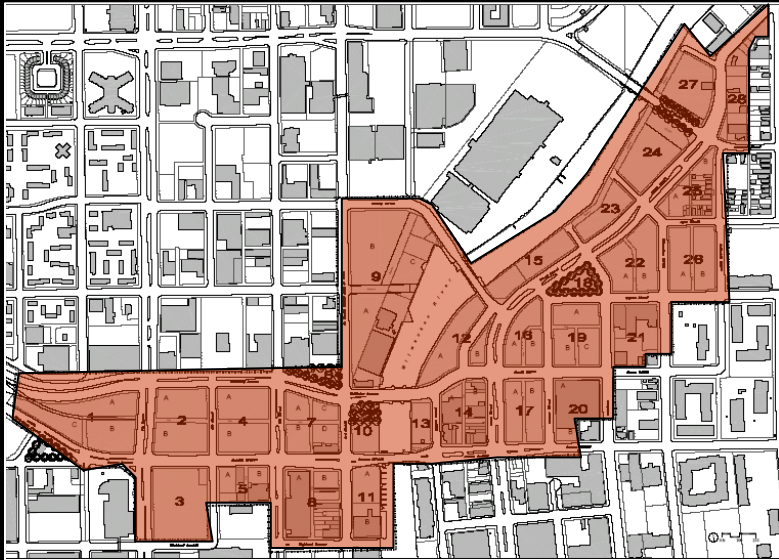


the concept creates street connections, increases home ownership and improves landscape and parking areas to create orderly parking courts.



Catalytic Projects

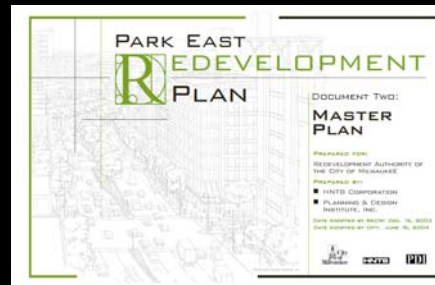
Park East (Downtown Plan)



Before

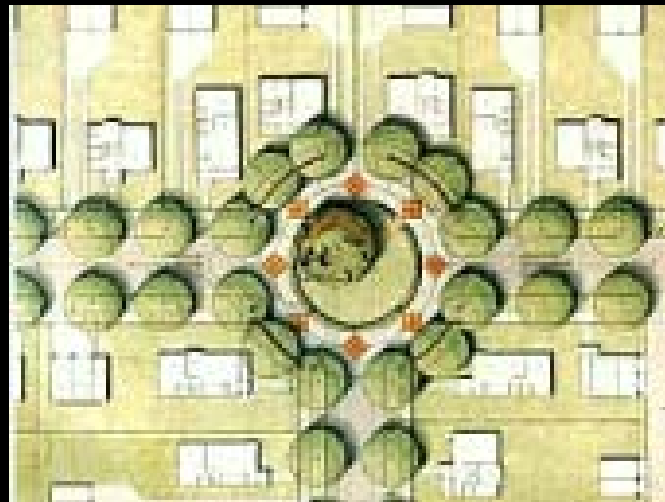


After



Catalytic Projects

City Homes (Fond du Lac & North Plan)



Catalytic Projects

Milwaukee River Corridor (Northeast Side Plan/Downtown Plan)



Catalytic Projects

Riverwalk (Downtown Plan)

Before the Riverwalk –
many lost opportunities



Catalytic Projects

Riverwalk (Downtown Plan)



After the Riverwalk –
many realized opportunities



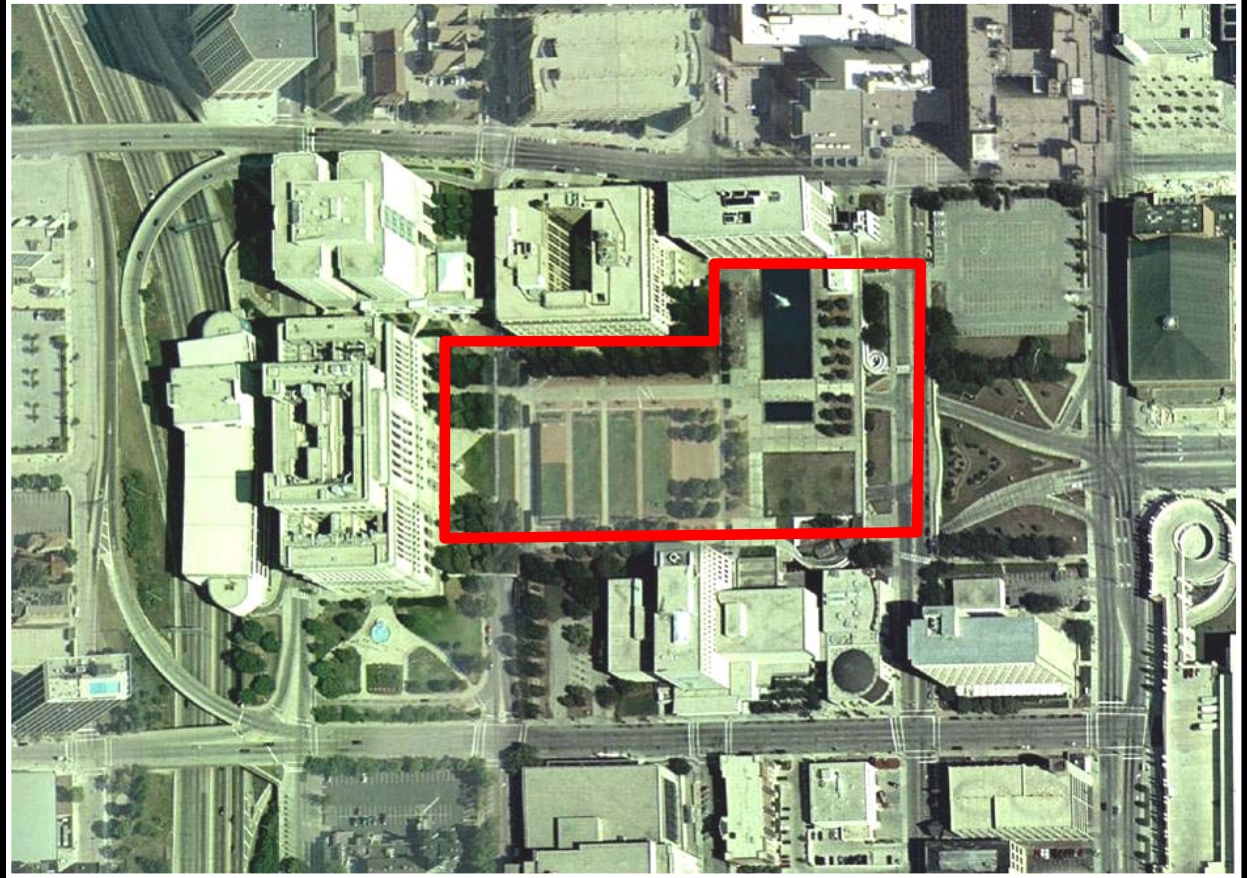
Catalytic Projects

Harley Museum (Menomonee River Valley Plan)



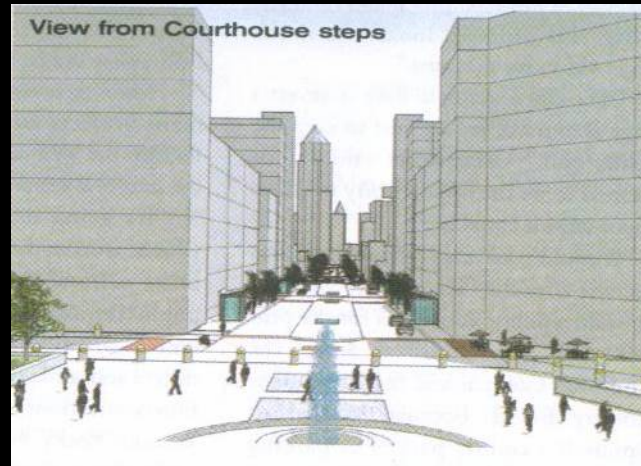
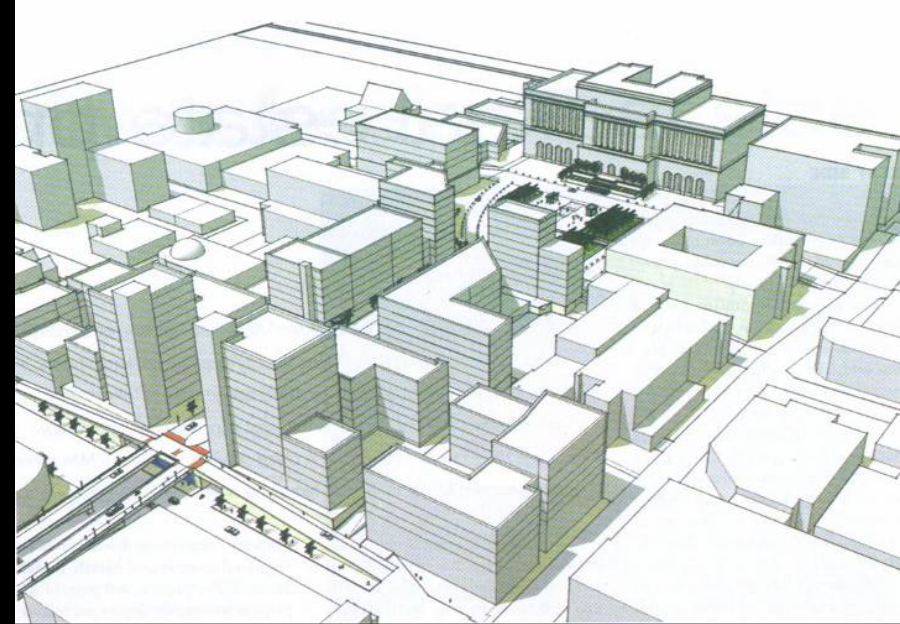
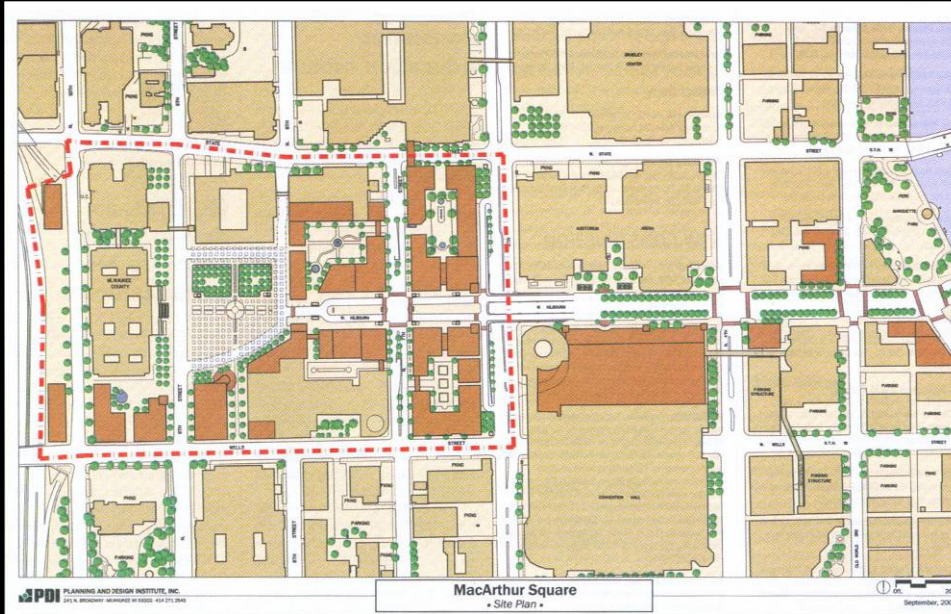
Catalytic Projects

Mac Arthur Square (Downtown Plan)



Catalytic Projects

Mac Arthur Square (Downtown Plan)



Comprehensive Planning in Day-to-day Practices

Other ways the City applies policies and strategies from the Comprehensive Plan

Redevelopment Plans

Beerline 'B' (Downtown Plan)

Commerce Street Before



Many catalytic projects become redevelopment projects.

DEPARTMENT OF CITY DEVELOPMENT
planning division

Redevelopment Plans

Beerline 'B' (Downtown Plan)

Commerce Street After



Architecture and Site Plan Review



Architecture & Site Plan Review



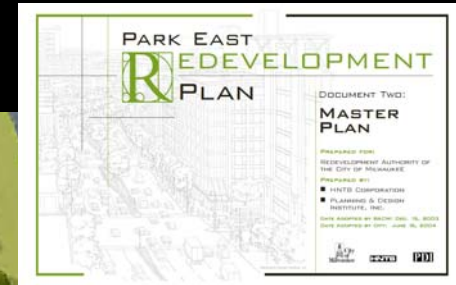
Historic Preservation

Historic Main Streets and Buildings



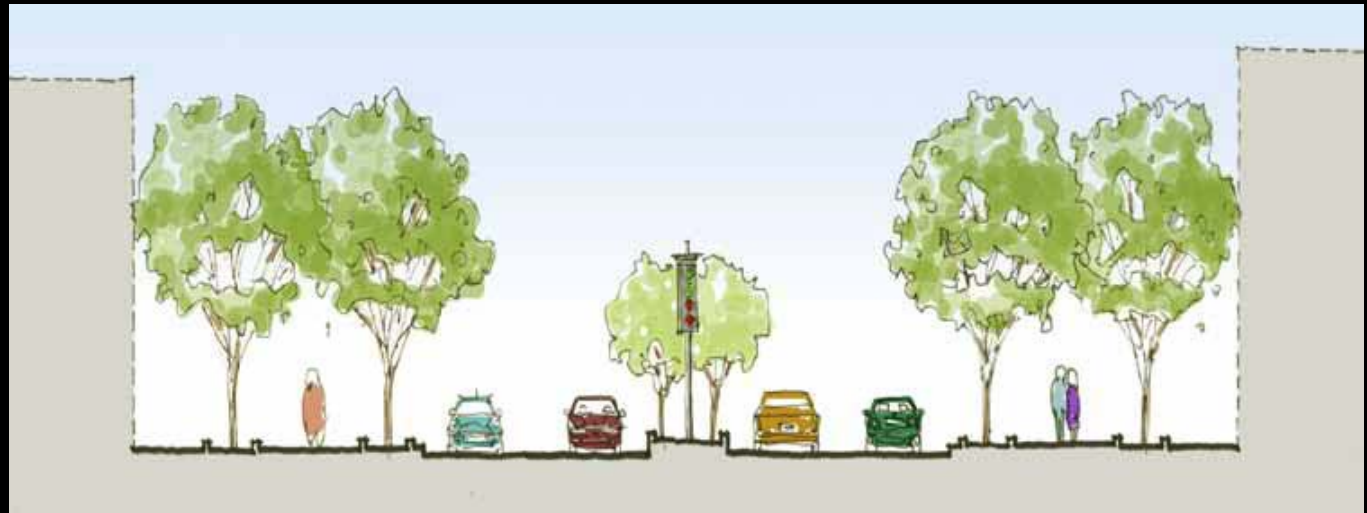
Historic Preservation

Historic Districts



The Brewery

Public Art and Streetscape



Financial Subsidies and Regulatory Controls

- TID Plans
- NSP Block Grants
- Overlay districts
- Land sales
- Zoning
- Redevelopment
- Loans and grants



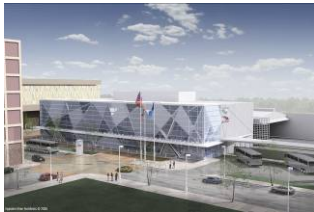
Comprehensive Plan helps in Coordination of Departments



**Milwaukee
County Transit
(Local Service)**



**COMET (Express
Service)**



**Intermodal
Station**



**Downtown
Circulator**



**Heavy Rail (Commuter
Service)**

The Milwaukee Green Team's Report to Mayor Tom Barrett

October 2005



Policies, Strategies and Catalytic Projects

Pushing the envelope

Can we do what we do better?

Urban Design and Green Infrastructure



Urban Design and Green Infrastructure

Capital Improvements on City Property

- North 27th Street Planters – Green Streets
- Josey Heights
- Highland Gardens
- Menomonee Valley



Menomonee Valley Industrial Park Improvements



Citizen Involvement in Planning



Department of City Development website
<http://www.mkedcd.org>

